

Message Text

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ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 AID-20 IGA-02 ABF-01 OPR-02

OPIC-12 TRSE-00 DRC-01 RSC-01 /071 W

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R 212200Z NOV 73

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 327

USDOC WASHDC

INFO AMCONSUL CALI

AMCONSUL MEDELLIN

UNCLAS SECTION 1 OF 2 BOGOTA 9572

E.O. 11652: N/A

TAGS: BEXP CO

SUBJ: COUNTRY COMMERCIAL PROGRAM (CCP) QUARTERLY EVALUATION

REF: STATE 212100; (B) BOGOTA 9304

1. SUMMARY. PILOT COMMERCIAL PROGRAM (CCP) PROMISING EFFORT TO ADVANCE US COMMERCIAL INTERESTS IN COLOMBIA. CCP HAS RESULTED IN A NUMBER OF ACCOMPLISHMENTS AND INCREASED CONSCIOUSNESS OF COMMERCIAL FUNCTION AMONG ALL MEMBERS OF US MISSION. NEWLY ESTABLISHED MARKET ANALYSIS UNIT, HOWEVER, IS THREATENED BY BUDGETARY CONSTRAINTS. STILL TOO EARLY SUGGEST IMPROVEMENTS FOR FUTURE FORMAT OF CCP. CCP TARGETS AND PRIORITIES REMAIN VALID. END SUMMARY.

2. KEY ELEMENTS OF STRENGTH ARE:

(A) MONITORING OF CCP BY COUNTRY TEAM TASK FORCE AND WASHINGTON ACTION STAFF;

(B) REALISM OF MISSION WORK PROGRAM;

(C) LOGIC AND INTERNAL CONSISTENCY OF CCP, WHICH HAS FACILITATED FAMILIARITY WITH CCP GOALS AMONG MISSION MEMBERS;

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(D) ACCOMPLISHMENT OF SOME CCP OBJECTIVES IN EARLY PHASE OF

CCP. EXPANDED COMMENTS ON THESE ITEMS FOLLOW.

3. (A) ADEQUATE MONITORING. COUNTRY TEAM TASK FORCE FOR CCP COMPRISES DCM (NOW CHARGE), ECONOMIC COUNSELOR (NOW ACTING DCM), AID DIRECTOR, CONSULS AT CALI AND MEDELLIN, AND COMMERCIAL ATTACHE. MEETINGS HELD ONCE A MONTH. SUMMARY MINUTES SENT TO WASHINGTON. PERSONAL INVOLVEMENT OF CHARGE HELPS ASSURE FOLLOW-THROUGH ON ACTION ITEMS. COUNTRY TEAM ALSO ACTS AS LOOKOUT STAFF, AND HAS TURNED UP USEFUL INTELLIGENCE.

4. (B) REALISM OF WORK PROGRAM. EXTENSIVE REORGANIZATION OF ECONOMIC/COMMERCIAL SECTION (FURTHER DETAILED IN LATER PARAS THIS MESSAGE) HAS SHIFTED SOME EXISTING RESOURCES TO COMMERCIAL ACTIVITIES. MOREOVER, ALL MEMBERS OF SECTION ARE ACTING ON NEED TO EMPHASIZE COMMERCIAL ASPECTS WHEN PREPARING WRITTEN REPORTS OR GATHERING ECONOMIC INTELLIGENCE. DESIGNATION OF COMMATT AS DEPUTY CHIEF OF SECTION UNDERSCORED SERIOUSNESS AND PRESTIGE OF COMMERCIAL WORK. ECON/COMMERCIAL COUNSELOR HAS TRANSFERRED ONE FSO, WHO WOULD HAVE DEVOTED HIS TIME TO ECONOMIC MATTERS, TO FULL-TIME MARKET RESEARCH.

5. REGARDING WORK PROGRAM, ONLY ONE SERIOUS PROBLEM HAS ARISEN. AS RESULT OF BUDGETARY STRINGENCIES (SEE REF B), HIRING OF THREE PROFESSIONAL LOCALS FOR EXPERIMENTAL MARKET ANALYSIS UNIT (MAU) POSTPONED INDEFINITELY. WASHINGTON AUTHORIZED HIRING FOUR LOCALS THREE MONTHS AGO. EMB HIRED ONE LOCAL SECRETARY FOR MAU. WITH HELP OF ONE FSO MENTIONED PARA FOUR, UNIT HAS BEGUN OPERATING AND COMPLETED MARKET RESEARCH ON COLOMBIA'S PRINTING AND GRAPHIC ARTS INDUSTRY.

6. WHILE WE EXPECT THAT REDUCED MAU WILL JUSTIFY ITSELF BY PRODUCTION OF NEEDED SPOT MARKET STUDIES AND SUBMISSION OF TRADE OPPORTUNITIES, POST HAD BEEN ENTHUSIASTIC ABOUT POSSIBILITY OF PROVIDING WASHINGTON WITH FULLY VALIDATED MODEL FOR POSSIBLE WORLDWIDE APPLICATION, SUBJECT TO LOCAL MODIFICATIONS. IF WASHINGTON COULD PROVIDE BUDGET FOR MAU IN FY 1974 WITHOUT CUTTING BACK ON OTHER ESSENTIAL OPERATIONS OF EMBASSY, WE HAVE TIME TO COMPLETE MEANINGFUL EXPERIMENT PRIOR TO INSTITUTION OF 30 MORE CCP'S IN FY 1975. THREE PROFESSIONALS ALREADY RECRUITED FOR MAU WERE SELECTED FROM FORTY-ONE APPLI-

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CANTS INTERVIEWED. LIKELY THAT TWO CANDIDATES CANNOT WAIT LONG BEFORE TAKING ANOTHER JOB.

7. AS FINAL NOTE ON SUBJECT OF WORK PROGRAM, MISSION ANTICIPATES NO PROBLEM IN ACCUMULATING DATA BASE FOR FUTURE EVALUATION OF CCP TARGETS EXCEPT IN AREA OF NEW-TO-EXPORT (NTE) AND NEW-TO-MARKET (NTM) PENETRATIONS. WE BELIEVE USDOC IN BETTER POSITION ASSESS NTE/NTM RESULTS. OTHERWISE, MUCH OF OUR

ACTION PROGRAM IS GEARED TO THE WINNING OF LARGE PROJECTS INVOLVING MULTIMILLION DOLLAR PURCHASES. THE DOLLAR VALUE OF SUCH PROJECTS IS RELATIVELY EASY TO ASSESS. WE MAKE NO PRETENSE TO OFFERING OTHER THAN ROUGH ESTIMATES FOR INCREMENTAL EXPORTS RESULTING FROM MARKET RESEARCH TRADE MISSIONS, THE SUBMISSION

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ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 AID-20 IGA-02 OPR-02 ABF-01

OPIC-12 TRSE-00 DRC-01 RSC-01 /071 W
----- 065695

R 212200Z NOV 73
FM AMEMBASSY BOGOTA
TO SECSTATE WASHDC 328
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AMCONSUL MEDELLIN

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OF TRADE OPPORTUNITIES, OR PLANNED PARTICIPATION IN THE TENTH INTERNATIONAL FAIR OF BOGOTA, JULY 1974.

8. (C) FAMILIARITY WITH CCP. COMATT IS TAKING STEPS TO CIRCULATE CCP THROUGHOUT ENTIRE US MISSION. WHILE WE BELIEVE IT IS UN-REALISTIC TO EXPECT THAT EVERY MEMBER WILL USE CCP AS REFER-ENCE, BASIC KNOWLEDGE OF CCP ON PART OF ALL OFFICERS IS EXERTING INFLUENCE ON COMMERCIAL CONSCIOUSNESS THROUGHOUT MISSION, ENSURING ATTENTION TO COMMERCIAL IMPLICATIONS OF US MISSION ACTIVITIES. CCP FREQUENTLY MENTIONED IN COUNTRY TEAM MEETINGS. COMATT TRAVELED TO CALI OCT 30-31 TO DISCUSS CCP WITH CONSULATE STAFF AND WENT OVER CCP IN MEDELLIN NOV 5.

9. (C) ACCOMPLISHMENT OF SPECIFIC CCP OBJECTIVES IN FIRST QUARTER FY 1974. FOLLOWING ACCOMPLISHMENTS, ALL REALIZED DURING FIRST QUARTER FY 1974, RELATE TO OBJECTIVES LISTED IN CCP ANNEX: "SUMMARY OF OBJECTIVES AND ACTIONS".

OBJECTIVE NUMBER	ACCOMPLISHMENT
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1.15.A INDIANA TRADE MISSION: ESTIMATED USDOLS 200,000
INCREMENTAL EXPORTS.

1.15.B PREPARATIONS UNDERWAY FOR US EXHIBITION AT BOGOTA
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INTERNATIONAL FAIR, JULY 1974.

1.2.A MARKET ANALYSIS UNIT ESTABLISHED AND PARTIALLY STAFFED.

1.22 TARGET INDUSTRY SECONDARY MARKET STUDY COMPLETED ON
PRINTING AND GRAPHIC ARTS EQUIPMENT. PREPARATIONS UNDERTAKEN
FOR PRINTING AND GRAPHIC ARTS TRADE MISSION

1.23.A FY 1974 TARGETS OF OPPORTUNITY IDENTIFIED.

1.23.B PRODUCT LINES FOR FY1975 PROGRAM IDENTIFIED.

1.31 COUNTRY TEAM CCP TASK FORCE ESTABLISHED.

1.32 ECONOMIC COUNSELOR DESIGNATED ECONOMIC/COMMERCIAL
COUNSELOR

1.33 COMMERCIAL ATTACHE DESIGNATED DEPUTY CHIEF ECONOMIC/
COMMERCIAL SECTION.

1.4.A WASHINGTON ACTION STAFF ESTABLISHED.

1.5.B FREQUENCY OF CERTAIN CERP REPORTS REDUCED.

1.5.C OUTPUT OF PRIVATE TRADE OPPORTUNITIES INCREASED.
THIRTEEN FOR FIRST QUARTER FY 1974 VERSUS ONE FOR FIRST
QUARTER FY 1973.

1.5.D OUTPUT OF ADS SURVEYS INCREASED. TWENTY SEVEN FOR
FIRST QUARTER FY 1974 VERSUS TWELVE FOR FIRST QUARTER FY 1973.

1.6.A CIRCULATION OF COMMERCIAL NEWSLETTER INCREASED FROM
600 TO 800 IN FIRST QUARTER FY 1974.

2.1.A COUNTRY TEAM UTILIZED AS "LOOK-OUT-STAFF" FOR MAJOR
PROJECTS.

2.21 IN FIRST QUARTER FY 1974 WESTINGHOUSE WON AWARD FOR
132 MW THERMAL ELECTRIC GENERATING PLANT. INCREMENTAL EXPORTS
VALUED AT BETWEEN USDOLS MISSION AND 25 MILLION.

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2.22 EMB REPORTED AS REQUESTED ON TUMACO REFINERY PROJECT.

2.24 EMB KEPT USG AND US INDUSTRY INFORMED ABOUT NEW TENDERS
FOR AIRPORT EQUIPMENT PROJECT.

4.1.A GOC LIBERALIZED IMPORT RESTRICTIONS.

4.1.B.II GOC PARTICIPATING IN MULTILATERAL TRADE NEGOTIATIONS.

5.1.A EMB AND CONSULATE MEDELLIN PROVIDED COUNSEL TO US
FIRM WHOSE PROPERTIES WERE THREATENED WITH EXPROPRIATION.

5.1.C EMB SUBMITTED ANALYSES OF OPIC'S POSITION IN COLOMBIA.
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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
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